



A Strategic Road Map for the NEXT Generation of Destination Organizations



MMGY NextFactor

Corporate Overview

- Consulting company specializing in the travel & tourism industry
 - 75+ Strategic Plans
 - 30+ Destination Master Plans
- Over 300 clients worldwide
- Exclusive licensing agreement with Destinations International to manage & deliver DestinationNEXT
- Exclusive deck of 600 NEXTPractices
- Joined MMGY Global in August 2019



Strategic Planning Clients

- BestCities Global Alliance
- Daytona Beach CVB
- Destination Ann Arbor
- Destination Greater Victoria
- Destination Toronto
- Destination Vancouver
- Discover Lancaster
- Discover Lehigh Valley
- Discover Puerto Rico
- Discover Saint John
- Discover the Palm Beaches
- Glacier Country Tourism
- Greater Fort Lauderdale CVB
- Greater Lansing CVB
- Greater Madison CVB
- Greater Miami CVB
- Greater Palm Springs CVB
- Hilton Head Island CVB
- ICCA
- Meet Chicago Northwest
- Meetingplace Wonderful Copenhagen
- Michigan's Great Lakes Bay CVB
- Newport Beach & Co
- Providence Warwick CVB
- Ruston-Lincoln CVB
- Destination Toronto
- Visit Albuquerque
- Visit Anaheim
- Visit Cape Breton
- Visit Dallas
- Visit Milwaukee
- Visit Napa Valley
- Visit Newport Beach
- Visit Norfolk
- Visit Orlando
- Visit Phoenix
- Visit Pittsburgh
- Visit San Antonio
- Visit Saint John
- Visit Tucson

Destination Master Plan Clients



Denver



Fort Worth



Breckenridge



Greater Palm Springs



Colorado Springs



Indianapolis



Waterloo



Hilton Head Island



Greater Miami



Birmingham



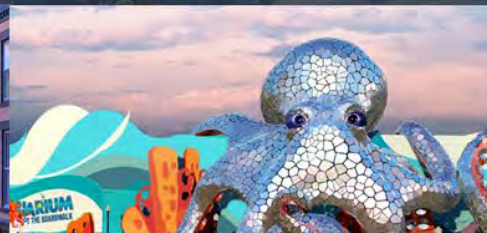
Manitoba



Ann Arbor



Galena



Branson



Glacier Country



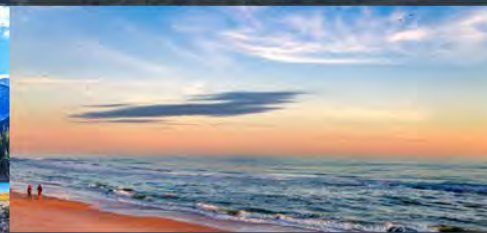
Great Lakes Bay



Vail



Jasper



New Smyrna Beach



North Myrtle Beach

DestinationNEXT



Two Components:

THE FUTURES STUDY

- Overview of trends and strategies for destination organizations worldwide
- Previous studies in 2014, 2017 & 2019
- Newest Study – July, 2021

SCENARIO MODEL

- Detailed assessment of destination strength and alignment
- 280 destinations in 12 countries
- Updated DNEXT model in 2021

THE 2021 FUTURES STUDY



6 Global Panels



Disruptors

(Technology, business, health, policy)

Community Leaders

(Government, economic development, education)

Industry/Association

(Leading industry thought leaders)

Supply Chain

(Hotels, airlines, cruise lines, venues, service suppliers)

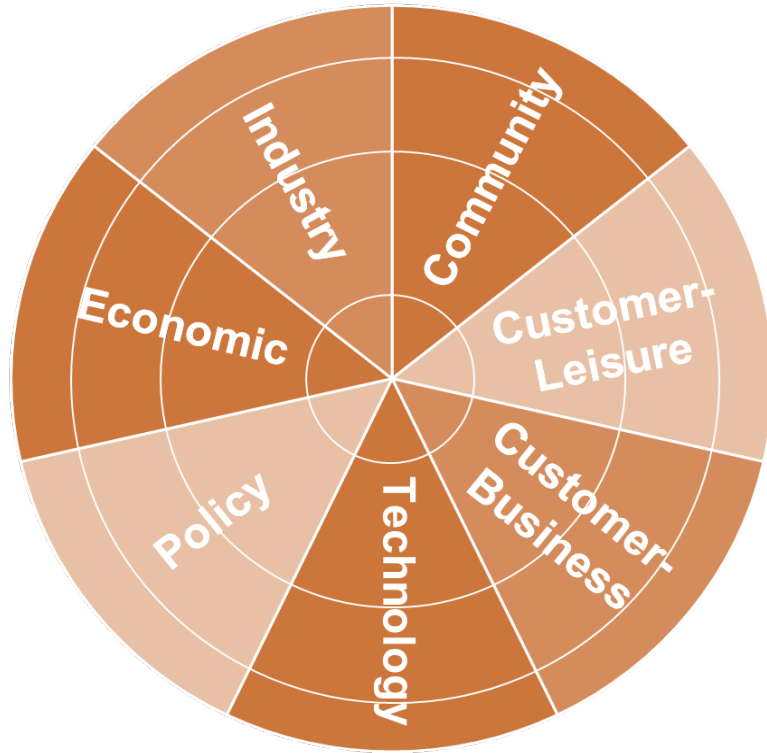
Clients

(Meeting planners, event organizers, tour operators)

Other Sectors

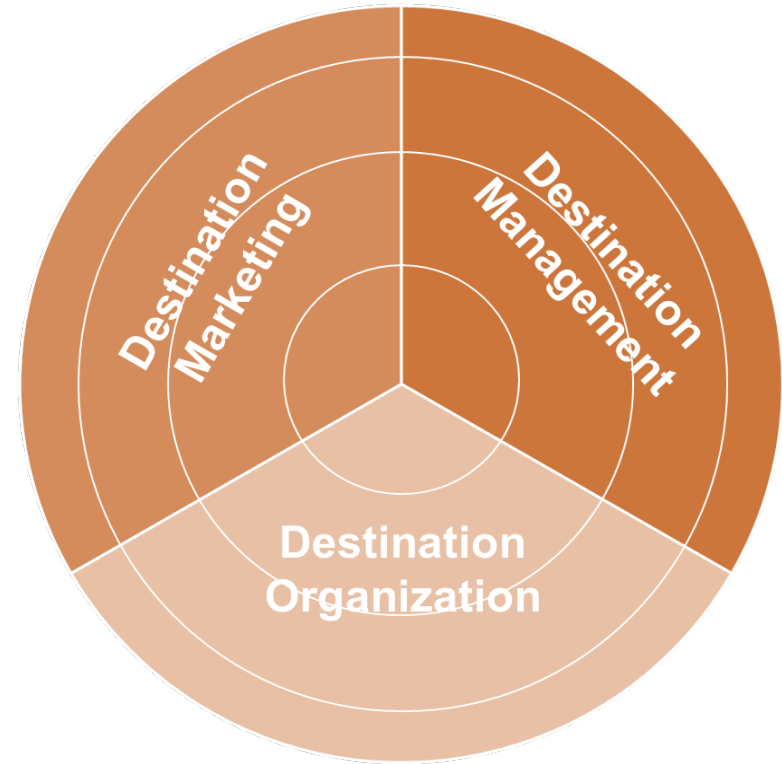
(Key sectors beyond the visitor industry)

Strategic Radar Maps



100

Trends



80

Strategies

2021 Futures Study Participants

706

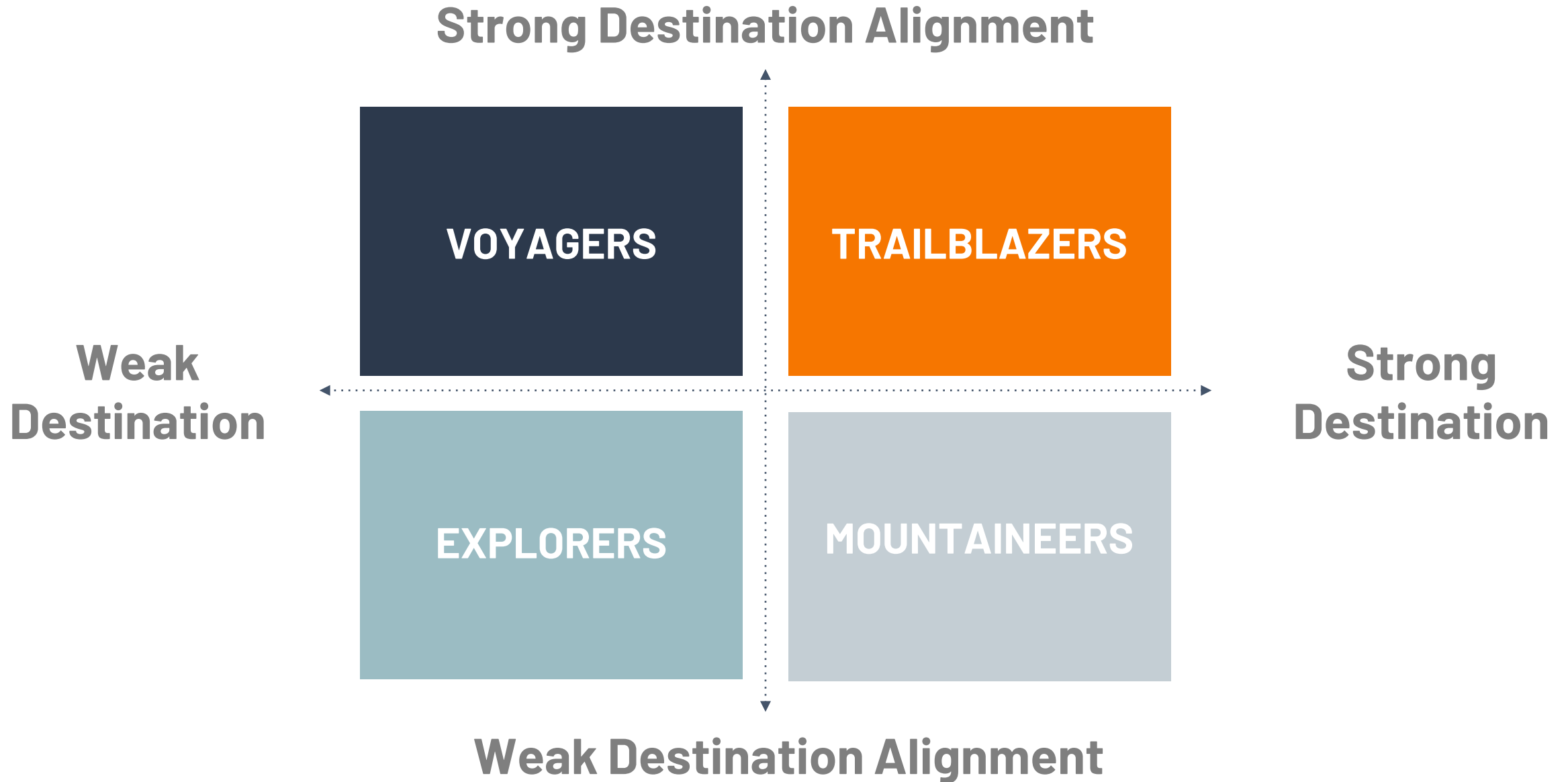
Participants

50

Countries



DestinationNEXT Scenario Model



Destination Strength Variables



**Attractions &
Experiences**



**Arts, Culture &
Heritage**



**Dining, Shopping &
Entertainment**



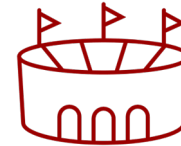
Outdoor Recreation



**Conventions &
Meetings**



Events & Festivals



Sporting Events



Accommodation



**Local Mobility &
Access**



Destination Access

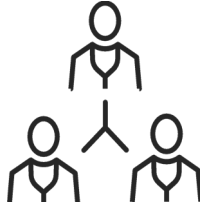


**Communication
Infrastructure**



Health & Safety

Destination Alignment Variables



**Business
Support**



**Community Group &
Resident Support**



**Government
Support**



**Organization
Governance**



**Workforce
Development**



**Hospitality
Culture**



**Equity, Diversity
& Inclusion**



**Funding
Support & Certainty**



**Regional
Cooperation**



**Sustainability
& Resilience**



**Emergency
Preparedness**



**Economic
Development**

Stakeholders



DNEXT Workshop



Board Session

Allotted Time	Agenda Item
15 mins	Opening Remarks <ul style="list-style-type: none"> • Welcome • Objectives of the Workshop
45-60 mins	DestinationNEXT Overview <ul style="list-style-type: none"> • Major Findings of Futures Study • Overview of DestinationNEXT
30-45 mins	Review and Discussion of Results <ul style="list-style-type: none"> • Review Results of Assessment • Discuss Opportunities
15 mins	Break
60-75 mins	Group (Full or Breakout) Discussion of Key Issues & Opportunities <ul style="list-style-type: none"> • Discuss Strategic Implications & Potential Responses • Reports back to Plenary (if Breakouts)
15 mins	Next Steps & Closing Remarks

3 – 3:45 total time

Questions & Comments





Thank you

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